



**FACTORS AFFECTING HOUSING PURCHASE AND  
CUSTOMER INTENTION AMONG FIRST TIME BUYER  
A STUDY AT PERBADANAN KEMAJUAN NEGERI  
SELANGOR (PKNS)**

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## TABLE OF CONTENT

	<b>Page</b>
<b>DECLARATION OF ORIGINAL WORK</b>	iii
<b>LETTER OF TRANSMITTAL</b>	iv
<b>ACKNOWLEDGEMENT</b>	v
<b>LIST OF FIGURE</b>	viii
<b>LIST OF TABLE</b>	ix
<b>ABSTRACT</b>	x
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 Introduction	1
1.1 Background of the Company	1
1.2 Background of the Study	4
1.3 Issues and Problem Statement	5
1.4 Research Objective	7
1.5 Research Question	7
1.6 Hypothesis	8
1.7 Significance of the Study	9
1.8 Scope of Study	10
1.9 Limitation of Study	10
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0 Introduction	12
2.1 Customer Intention	12
2.2 Housing Price	14
2.3 Housing Quality	17
2.4 Housing Location	19
2.5 Housing Services	21
2.6 Research Model	23

## **ABSTRACT**

PKNS is an active housing developer in the Selangor State. As a responsible developer who wants to remain competitive and relevant, PKNS is very much concerned about the customer purchase intention to purchase the properties. The objective of this study is to identify the relationship between decisional factors and the most important factor of customer purchase intention to purchase properties. Primary data was collected by using questionnaire to 100 respondents which is working people in Selangor area. The respondent for this research studies is focus to first time buyer where the customer that only have the intention but did not purchase the house yet. Four main issues which is housing price, housing quality, housing location and housing services. It is revealed that house owners have considered price, good and safe location, large floor area, good construction and building materials quality, delivery period, clean and safe environment and good neighbors and also service that provided by developer as important attributes.

Generally, the customer purchase intention among first time house buyer, they are considered many factors to purchase the properties which is number of bedrooms, safety features and so on. At the same time, the customer also consider about the housing location towards housing area with facilities for religious activities, road system, neighborly relationship and facilities for shopping facilities so that buyer are intent to buy the house. The right to housing is a basic need while good quality and affordable housing is a reflection with high quality of life also. However, housing remains a major problem for most, especially for the bottom billions. Purchasing intention towards housing price are one of the important indicators that reflect quality of life. These indicators are also important in the process of evaluating housing policy with the objective to increase the quality of housing.

The research method is purely based on a quantitative method, using a survey. To generate the data, the researcher had used Statistical Package for Social Science Tool (SPSS) to analyze all the data. The findings show that housing price is the main concerns for first time buyer before purchase the house it is because the house have a value and many things the customers need to considered such as monthly income, commitment that customer have before purchase the house. As conclusions, customer purchase intention are very important for the developer so that they know how to solve the problem for better future management. Last but not least, respondents also agree that houses in Selangor is too expensive and beyond their affordability. The company must build relationship with their customer so that they can increase company sales in order to make customer are more aware and believe properties are very important in our life.

Keywords: Customer purchase intention, quantitative method, properties